

Assistant Director, Growth Marketing & Lead Generation
Singapore Institute of Technology

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Posted Nov. 15, 2024, set to expire Jul. 5, 2025

Job Title Assistant Director, Growth Marketing & Lead Generation
Department SITLEARN
Institution Singapore Institute of Technology
Singapore, , Singapore

Date Posted Nov. 15, 2024

Application Deadline Open until filled

Position Start Date Available immediately

Job Categories Associate/Assistant Director

Academic Field(s) Development/Institutional Advancement

Job Website <https://careers.singaporetech.edu.sg/cw/en/job/498804/assistant-director-growth-marketing-lead-generation>

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Job Description

Assistant Director, Growth Marketing & Lead Generation

Job no: 498804

Department: SITLEARN

Contract type: Contract

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About SITLEARN

SITLEARN is the lifelong learning and professional development division of the Singapore Institute of

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Technology (SIT). We offer a wide range of programmes designed to help individuals and organizations stay competitive and relevant in a rapidly evolving world. Our focus is on creating impactful learning experiences that empower professionals to develop skills, drive innovation, and lead in their respective fields.

Position Overview:

SITLEARN is seeking a dynamic and results-driven Assistant Director for Growth Marketing & Lead Generation to join our growing team. You will be responsible for driving the strategic direction and execution of our growth marketing and lead generation activities for SITLEARN's professional development programmes which includes but not limited to targeted strategies that attract and convert prospective learners into enrolled participants.

This is an exciting opportunity for an individual with strong expertise in growth marketing, lead generation, digital marketing, and strategic planning, and a passion for shaping the future of learning.

Key Responsibilities:

- **Growth Strategy Development & Execution:**

- Develop and execute comprehensive growth marketing strategies that align with SITLEARN's goals and objectives.
- Lead customer acquisition and retention efforts across multiple channels including digital advertising, email marketing, SEO/SEM, partnerships, content marketing, and organic growth strategies.
- Establish growth targets and KPIs for campaigns, ensuring all marketing efforts are data-driven and measurable.

- **Lead Generation Strategy Development & Execution:**

- Design and implement a comprehensive, data-driven lead generation strategy that aligns with SITLEARN's broader business and growth objectives.
- Create targeted campaigns for both corporate clients (B2B) and individual learners (B2C) to drive engagement, generate qualified leads, and increase enrollments for professional development programmes.
- Identify new opportunities for lead generation across various digital and offline channels, including paid search, social media, content marketing, webinars, events, partnerships, and

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more.

- Lead the development of a lead scoring model to prioritize and qualify inbound leads based on key criteria, ensuring a higher conversion rate.

- **Base Building:**

- Build a robust database of qualified leads, cultivate brand loyalty and engagement through ongoing communications, community-building efforts, and creating a pipeline that sustains growth over time.

- **Digital Marketing & Campaign Management:**

- Oversee the execution of multi-channel digital marketing campaigns that drive brand awareness and generate high-quality leads.
- Manage SEO, SEM, social media advertising (LinkedIn, Facebook, Instagram, etc.), email campaigns, content marketing initiatives, and webinars to expand lead sources and grow SITLEARN's online presence.
- Optimize campaigns by analysing performance metrics, A/B testing, and applying best practices in digital marketing to maximize ROI.

- **Lead Nurturing & Conversion:**

- Develop and implement lead nurturing programmes to keep prospects engaged throughout their journey.
- Create automated email workflows, retargeting ads, and content offerings to nurture leads and move them through the sales funnel.
- Work with the customer relationship management (CRM) system to segment leads effectively, ensuring that the right messages are delivered at the right time to improve conversion rates.
- Analyse the effectiveness of lead nurturing strategies, making data-driven adjustments to improve performance and ROI.

- **Market Research & Targeting:**

- Conduct in-depth market research to understand the educational needs, preferences, and behaviours of prospective learners, both individually and within organisations.
- Use demographic, psychographic, and behavioural data to build detailed personas, informing the development of highly targeted lead generation campaigns.
- Monitor industry trends and competitor activities to identify opportunities for growth, partnerships, and new lead generation channels.
- Leverage insights from market research to refine programme offerings, messaging, and targeting strategies to better resonate with key market segments.

- **Performance Monitoring & Reporting:**

- Establish and monitor key performance indicators (KPIs) for lead generation campaigns, such as lead volume, quality, conversion rates, and cost-per-lead.

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- Use analytics tools, such as Google Analytics, Salesforce, or other platforms, to measure the effectiveness of lead generation strategies, assess ROI, and track progress against goals.
- Prepare regular reports for senior management, outlining campaign performance, lead generation metrics, and recommendations for optimization.
- Conduct post-campaign analysis, identifying areas for improvement and applying insights to future campaigns to continually optimize performance.
- **Collaboration with Sales & Marketing Teams:**
 - Work closely with the sales team to ensure seamless alignment between lead generation efforts and the sales pipeline. Facilitate handoff of qualified leads, monitor lead progress, and collaborate on lead nurturing strategies.
 - Collaborate with the marketing teams to ensure that marketing collateral, email sequences, landing pages, and other resources are tailored to meet the needs of each audience segment.
 - Regularly communicate with sales leadership to understand customer pain points, objections, and feedback, incorporating this intelligence into lead generation campaigns to optimize targeting and messaging.
- **Brand & Thought Leadership Building:**
 - Develop thought leadership materials that highlight SITLEARN's expertise in the professional development and education space.
 - Build partnerships with industry influencers, organizations, and key stakeholders to enhance brand credibility and create new lead generation opportunities.
- **Budget & Resource Management:**
 - Develop and manage the lead generation budget, ensuring that resources are allocated effectively to maximize campaign performance while remaining within budgetary constraints.
 - Prioritize lead generation activities based on their expected impact, optimizing spend across channels to achieve the highest possible return on investment.

Qualifications & Experience:

- Tertiary qualification in marketing, business, or a related field. A master's degree or additional certifications in digital marketing or business development is a plus.
- A minimum of 8 years of experience in lead generation, digital marketing or CRM with a proven track record of achieving targets and driving business growth.
- Strong leadership experience, with at least 3 years of experience managing a team.

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- Expertise in digital marketing strategies and tools, including SEO, SEM, social media advertising, email marketing, and marketing automation platforms.
- Experience with CRM systems (e.g., Salesforce) and analytics tools (e.g., Google Analytics, Microsoft Power BI).
- Strong understanding of the B2B and B2C education and professional development landscape.
- Excellent communication and interpersonal skills, with the ability to collaborate effectively across teams and engage stakeholders at all levels.
- Analytical mindset with a focus on data-driven decision making.
- A proactive, results-oriented approach, with a strong sense of ownership and accountability.

We offer a hybrid work arrangement that combines remote and in-person work, subject to work exigencies.

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Advertised: 15 Nov 2024 Singapore Standard Time

Applications close: 31 Dec 2024 Singapore Standard Time

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact

Singapore